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Carbondale - you're someplace special!

By THE *WEEKEND MIRROR* STAFF

Carbondale, you're someplace special.

That four-word sentence was heard frequently last week as WEJL-AM radio saluted the Upper Valley city as it kicked off a phase of its "Someplace Special" Campaign.

Barney Stone, program director for the station, told *the Weekend Mirror* that the Someplace Special Campaign for Northeastern Pennsylvania began on Dec. 7 with a week-long campaign featuring the mayors of Scranton and Wilkes-Barre and the county commissioners.

Graphics

What is the Someplace Special Campaign?

Stone said it is a series of songs and graphic representations.

The graphic representations have been especially evidenced in the brightly-colored billboards set up in the area.

The songs are those clever jingles boosting the area which are heard over WEJL.

The goal of the campaign, Stone noted, is "to get the attitude or feelings of the people oriented toward the good things of the area."

There is, he added, an "inferiority complex" too prevalent among the area's residents.

Yet boosting the area should not be done by ignoring the area's problems, the WEJL program director noted.

Subdivisions

The recently aired salute to Carbondale was the start of the campaign's focus on the subdivisions in the area.

This focus will last seven or eight weeks (this week the Scranton-based station salutes Wilkes-Barre and Kingston), trying to avoid ignoring any community of the area.

In its salute to Carbondale WEJL featured short recorded spots by Mayor Fred J. Mancuso and *Weekend Mirror* editor Paul Starzer telling why Carbondale is someplace special.

Stone revealed the motive for the station's campaign as nothing more than good will toward the community and the area it serves.

"We've (WEJL) been a part of the community for 60 years and as Northeast Pennsylvania goes, so goes our station," Stone explained.

The response to the Someplace Special Campaign has been overwhelming, Stone told the *Weekend Mirror*.

Time is right

"The time is right for this," Stone said.

"People are tired of seeing all the negative aspects of the area and they need a hook on which to grab (and express their positive feelings)."

Now is the time for residents to say, "I'm tired of being put down. Or I'm proud of where I live," Stone continued.

How about Stone himself?

"I'm sold on this area," the native of northern Wisconsin stressed.

Stone has worked in North Carolina, Baltimore, and Washington, D.C., markets before moving recently to the Scranton area.

He admitted that he was looking forward to coming to the region whose terrain is somewhat like that of Northern Wisconsin.

"People don't realize what they have around here," he said.